

*PRESENTING*

# GOOGLE MAGIC FORMULA

## Volume 1



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## CONTENTS

### GOOGLE MAGIC FORMULA – VOLUME 1

**Introduction** ..... p5

**Section One** ..... p9

**Activating the ‘Formula’: Locating YOUR Role in the Google wealth POWERHOUSE!**

- 1.1. Introduction to Affiliate Marketing
- 1.2. Affiliate Marketing 101: Rules and rationale
- 1.3. The hidden Twist to Google Domination

**Section Two** ..... p13

**The Code and the Catalysts: Google Adwords and PPC Powerhouses!**

- 2.1. Generating Traffic: The lifeblood that is ADWORDS!
- 2.2. Unscrambling Adwords: how do they work?
- 2.3. Keywords and Adwords
- 2.4. Adwords: Functions and outcomes

**Section Three** ..... p19

**Decoding affiliate programs: Networks and Products!**

- 3.1. Finding an affiliate program - identifying *networks*
- 3.2. Picking a Program: Profitable Products, Payouts, and Sales Pages
- 3.3. Picking a Product Right for You

3.4. Product ‘specs’ – what’s in it for you?

3.5. Effective Sales Pages

3.6. Newsletter subscription boxes

3.7. Landing pages

**Section Four** ..... p36

**Setting up your Adwords account: Google subversion and domination!**

4.1. Starting a Google Adwords Advertising Account

4.2. Billing information

4.3. Creating a New Adwords Campaign and AdGroup

4.4. Setting up Basic Information for your Campaign and AdGroup

**Section Five** ..... p43

**Tips and Tricks when Writing your Ads and Selecting Keywords!**

5.1. Writing your text advertisement

5.2. Keyword Parameters: The Good, the Bad, and the Ugly

5.3. Top Tips and super Strategies from the experts of PPC Advertising:  
Maximizing your AdWords Power

**Section Six** ..... p47

**CONCLUDING COMMENTS & YOUR CALL TO ACTION!**

## INTRODUCTION

Dear wealth seeker,

### **Congratulations on showing your strength and readiness to take on Google!**

'Google Magic Formula' is here to help you beat Google into submission, to dominate the PPC arena and find your way to financial freedom.

Yes, using the guidance of this magic formula, a perfected roadmap of ruthless tactics and systematic attack, YOU will be at the fore of Google PPC expertise. YOU will discover just how easy it is to inveigle yourself into the 'highflyers' club of all internet marketers, enjoying the freedom and luxury that goes with having an online, fully-automated income.

The time to throw out your alarm clock, and tell your boss where he can shove it, has arrived. **With Google Magic Formula, you can reclaim your life.** This is something we are absolutely passionate about, as we were once in your position. Not able to make a decent income online, a slave to the 9-5 job, and completely frustrated...

Yet we KNEW a better life was possible, and we put our all into achieving it. And since we were able to perfect **a fool-proof, fully-automated system** that ensures PPC domination, we also knew we had to share it. Online wealth is no longer restricted to the few 'experts' and computer geeks that used to run the show. No, you too can now get a slice of this very lucrative pie, and your best way in is through **GOOGLE.**

Google offers a prime opportunity for enterprise and wealth generation, and we are going to show you how to squeeze every drop of blood out of this once-stubborn stone...

How many of you have attempted to mastermind your way into PPC history, targeting search engines and keyword trends indiscriminately? Attempting any “recommended” SEO tactic, and bidding for all the popular keywords??

**And how much MONEY did you actually make?**

My guess is... not much!

Yeah, it can be frustrating, but strategic and powerful solutions are VERY REAL.

**And they are ALL contained within this book, Google Magic Formula!**

Google Magic Formula is basically an awesome collection of strategies, techniques, tips, and magic tricks that are GUARANTEED to annihilate Google and ensure YOU become a PPC powerhouse!!

And the Google Magic Formula is totally genuine. It boils down to four symbols only, and so represents a true and powerful equation for wealth and success:

***Google Magic Formula = S.T.A.R.***

*What is STAR, you ask?*

Is it the name of a computer program? Or the alias of an insider who brought us tips from the Google inner circle? Or is it a subversive virus that destroys your competition?

My friend, it is none of these things. It represents something altogether more powerful and more formidable.

***And all the ingredients for success and activation of this ‘Magic Formula’ RESIDE IN YOU... you just don’t know it yet!***

At this point, we don't want to give too much away. Doing so would run the risk of inciting excess motivation and impatience in our members, and they might rush off to implement the Formula before they are fully trained...

**So we must hold back on the meaning of STAR at this point, so be patient!**

For the moment, you must show some trust in us. You must understand that we developed this system with the sweat of our brows, over years of hard work, and after much pain, frustration and financial loss...

And our vow was to stop the cycle of profiteering from a few expert 'gurus'...

To stop newbies being robbed blind by a system they don't understand...

To show emerging Internet entrepreneurs that they should be taking money from Google, and not the other way around!

**So you can trust us when we say that we are here to look after you.**

We're here to help you on the road to success and financial freedom, and you're going to have a blast along the way!

We CAN promise you that today, in this very book, you will learn the meaning behind the first two letters of our Magic Formula:

**S...**

**T...**

And we promise that A and R will be revealed to you very soon too! In the second volume of this program, in fact!!

**Keen to get started and decode S.T.A.R.? DO YOU WANT TO BE A STAR??**

Well, read on my friend, and together - LET'S BLAST GOOGLE OUT OF THE WATER!

Trust me, you are going to enjoy the amazing result\$...

**Enjoy and enrich your life today,**

*Andrew X*

and

*Steven Lee Jones*

**Your Google Magic Formula Team**

[www.GoogleMagicFormula.com](http://www.GoogleMagicFormula.com)



## **SECTION ONE**

### **Activating the 'Formula': Locating YOUR Role in the Google wealth POWERHOUSE!**

#### **1.1. Introduction to Affiliate Marketing**

What IS affiliate marketing??

I'm sure you have *some* idea, or else you wouldn't be online at all, but how many of your friends have also asked you that question??

And have you felt able to explain it? Properly??

Well, so that you CAN fully explain it from now on, and just in case you don't know *all* the ins and outs of affiliate marketing, here's a comprehensive overview for you:

#### **1.2. Affiliate Marketing 101: Rules and rationale**

Affiliate online marketing runs by the exact same principles and premises as does an off-line business.

Specifically, every business's or marketers' defining interest is in MAXIMISING THEIR PROFIT MARGINS.

And they achieve this through SALES.

In the "real-world", where you hold that boring 9-5 job, companies pay advertising firms and consultants MAJOR dollars to obtain clever, dynamic, innovative marketing services. It's a dog eat dog out there, and businesses have to compete heavily to ensure that their products and services retain adequate exposure.

**Yes, exposure is the key to sales, and the principle holds in the online world.**

Just as companies pay big bucks to obtain TV ads, billboards, radio announcements, and the like to make sure that everyone knows how fabulous their product is, so too do online companies, and as an affiliate marketer, it is YOUR job to help them obtain that exposure!

You, the affiliate marketer, send visitors to a website via your efforts at exposure – most importantly, through ADWORDS, which we will explain later. Then, if the visitors buy the product you are promoting, then you get a cut (a commission) of the sale price.

Essentially, **affiliate marketing is a profit-sharing arrangement**. The company is selling products and/or services, and as an affiliate you are rewarded for sending purchasing customers their way.

These pay-per-lead or pay-per-sale opportunities are usually very easy to join (and in fact should be free to join too). You simply read the site's terms and conditions for becoming an affiliate marketer for them, and decide whether it's worth your while. (Now, we'll get to all the gritty detail you need to join the BEST possible affiliate marketing options later in this book.)

In any case, as an affiliate marketer, your task is to set-up and then to advertise affiliate links that send real people to the vendor's website. If someone clicks on your link and purchases from the vendor you get paid a commission. So you can see it's all about having enough links in enough places and the sales will follow.

Now, let me ask you a super quick question...

***Is Google there to HELP, or HINDER, in your efforts to obtain unparalleled exposure and maximum profit for your affiliate marketing efforts??***

Well, this is a critical question we'll answer in the course of this book. For the moment, suffice it to say that Google can have hidden motives, and we'll teach you how to exploit each and every one of them...

Anyway, back to 'exposure'....

### **1.3. The hidden Twist to Google Domination**

Because of the massive droves of people cruising the Internet each and every day, online companies and businesses don't need clever or sophisticated advertising campaigns in the way that offline companies do. Instead, they just need to ensure that enough people are exposed to their banners and ads and visit their sites. So long as a certain percentage of people like what they see, the site owners and companies are laughing...

Right??

***Actually, WRONG!***

This is what so few internet marketers understand, even the so called 'gurus'.

And trust us, as the truth you're about to discover took us years to comprehend...

**You see, Google put us through the wringer and almost sapped the life out of us... until that BLESSED and AMAZING day when we FINALLY UNSCRAMBLED THE CODE!**

You see, we discovered that there's exposure, and then there's GOOGLEXPOSURE, a whole new dimension that the boys at Google wish we'd never uncovered...

You see, there's a much bigger picture to affiliate marketing than conventional marketers would have you believe. If achieving untold wealth was as simple as slapping together a Google Adwords campaign or submitting articles with affiliate links, don't you think the entire world would be doing it?

So, do NOT take these marketers at their word when they say all you need is QUANTITY of links and PERSISTENCE for the next few years...

No, the Google Code hinges upon QUALITY and SCIENCE, and it wasn't until we decoded this truth that the big bucks began to roll in. And we are going to present you with the EXACT FORMULA you need to attain this level of quality and grab the serious wealth that should follow... **You are going to be a S.T.A.R.**

Google is ready to be defeated, so let's get active here! It's time to implement THE S.T.A.R. CODE...

## SECTION TWO

### **The Code and the Catalysts: Google Adwords and PPC Powerhouses!**

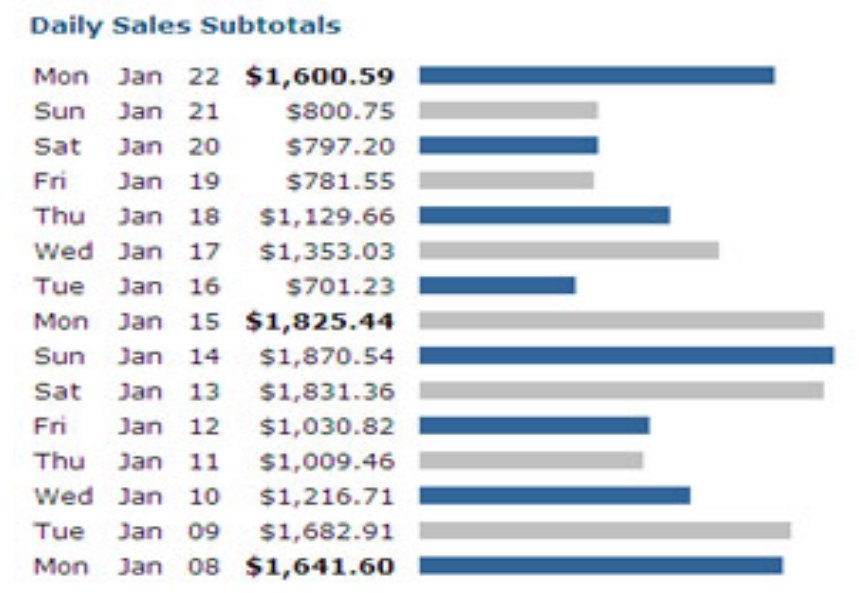
Now, are you ready for this?? It's going to blow your mind.

This is honestly the most phenomenal approach to online domination, and we urge you to pay close attention. This is not just about learning, it's about APPLYING this knowledge!

**You need to discover how to unscramble the code, and you need to implement its power each and every day!**

Now, we know beyond a shadow of a doubt that using Google Adwords PPC (pay per click) strategies really does *destroy* your financially challenged lifestyle. There's a genuine code to follow here, what we like to refer to as our little '**magic formula**', and it *genuinely works*.

Seriously, just take a look at this - results from my daily promotion of just one product using the power of the CODE:



Yep, believe it, over \$1000 dollars a day. The scary thing is, that's just one of our many accounts. Not so bad, huh!

So if you're keen for this sort of cash too, you HAVE to implement what you're about to learn!

So let's get on with it!

The next thing we have to talk about here is TRAFFIC. This is the cornerstone of successful affiliate marketing, as exposure is contingent on traffic!

Think about it, if there's no one cruising by to see your affiliate link, it's pretty much useless. So your income as an online business person will just about always be a direct reflection of the amount of traffic and the quality of the traffic you're getting.

### **So traffic is CRITICAL.**

And what can Google do to help your traffic?

How can you exploit Google's systems to ensure you're getting the maximum flow of potential customers, each and every day?

Well, we're going to cover the fundamentals here, and there's going to be some absolutely FIERCE tips and tricks about this in the second volume of Magic Formula.

### **2.1. Generating Traffic: The lifeblood that is ADWORDS!**

PPC (pay per click) advertising is the best, failsafe way to bring in instant traffic. Predominantly, PPC advertising is harnessed using Google Adwords, and we'll be showing you how to drive traffic to your affiliate website and convert that traffic into paying customers in no time at all.

Now, a lot of marketers "give up" on PPC advertising, really because they don't understand how it works and Google ends up WHIPPIN THEIR ASS.

They're sucked dry, poor and discouraged.

If you take a stab in the dark with Adwords, you might get freakishly lucky (for a short while), but it's much more likely that you'll end up hundreds, even thousands, of dollars out of pocket.

And that, my friend, is why we invested so many years in developing our Magic Formula - so that we could unscramble the Google code and ensure that we, and anyone we trained, could make GREAT money leveraging Google's traffic indefinitely!

## **2.2. Unscrambling Adwords: how do they work?**

The whole Adwords scenario can seem a bit daunting at first, and Google can seem like a powerful force you couldn't possibly tame, but it's just not the case.

It's actually incredibly simple. Essentially, Google Adwords sells you advertising space that shows up on Google's search results. So when someone searches for a specific word, or term, or phrase, and you have paid Google to let you advertise for that word, your ad pops up in the Google search results page. Basically, you're paying Google to help you be prominent on its pages. Think of it as a tithe, an incentive, even a bribe, if you will! You're doing everything you can to convince Google to let you be top dog.

### ***But what is Google doing for you??***

When you make a sale, exactly who's reaping the benefits??

The rationale runs that the quality and relevance of your keywords determines the number of sales you eventually get. But is this entirely true? What about the location of your ads, their placement and punch?

### ***What is Google hiding from you??***

Do you honestly think it's all about paying the most to Google for the best possible keywords?

Well, think again!

What is “best”, in this context?

Keyword bidding or purchase prices are really determined by popularity, not any real or intrinsic value or goodness or profitability.

And who is driving up popularity?

Who has an invested interest in keeping the bidding wars high and fierce?

**I'll give you a clue... It starts with G and ends with OOGLE**

So trust us, we've cracked the code and we KNOW that it's not about purchasing popular keywords and paying top price for their placement. That's guaranteed to do nothing more than leave you feeling destroyed and out of pocket.

There's so much more to it, yet it's breathtakingly beautiful in its simplicity.

It is so simple it has been reduced to one easy little MAGIC FORMULA.

A little formula you HAVE TO HAVE to really get your revenge on the gurus and take charge of your PPC ambitions... and you've shown the initiative that tells us you're ready for this brilliant Formula!

So be patient, read through some of the fundamentals below, and then we're going to get into the unparalleled, really nasty strategies that leave Google reeling.

You're taking charge today, so stay in this for the long haul!

### **2.3. Keywords and Adwords**

Adwords are a Google brand. And Adwords are just keywords inside ads. Hence, '*ad + words*'.

An Adwords campaign is a beautiful thing. It's an instant opportunity to target your ideal customers in any region, and lead them to your product with the hope that they'll excitedly open up their wallets to snap up your enticing offer.

The great thing about this form of advertising is that it only takes about 10 minutes to set up an Adwords campaign, and they take effect within minutes. It's speedy, it's targeted, and it's completely under your control.





Done well, it can be FAST AND FURIOUS! And amazingly PROFITABLE!

You'll be astounded at the profits a formulaic Adwords campaign can bring in... and so will the lads and ladies at Google! Go on, show 'em what you got!



## 2.4. Adwords: Functions and outcomes

PPC advertising is premised upon two functions:

-  You only pay for visitors that come to your site - this means that there are no 'up-front' costs. While every click costs you a little (whatever amount you're willing to pay, and we'll go more into this later), it is also a chance to turn that visitor into a paying customer. If no-one clicks on your ad, you don't pay, it's that simple. Essentially, you want to get as many targeted visitors while paying as little as possible "per click".
-  Your ads are displayed in the search engines according to what people are searching or looking for. To illustrate, if someone is searching for "Spanish lessons" and you are bidding on the keyword "Spanish lessons" in your capacity as an affiliate for a Spanish language website, then your ad will be displayed in the search engine results page. Put this with a high Ad position (we'll get to that a little later too), and the searcher is incredibly likely to click on your ad and hopefully buy the product on offer.

Now, there are other sources of PPC advertising out there - Yahoo Search Marketing, for example.

These options are okay, but we believe Google Adwords is the best starting point for the following reasons:

-  The Google user base targets more Internet savvy, technical users - people who are more likely to buy with confidence online!
-  Google Adwords is almost instant, as you can have your campaign up

and running in just minutes. In contrast, the set-up/review process for Yahoo is a LOT slower (can be 2 to 5 days), which IS extremely frustrating!

**3**

Google Adwords allows you to target your leads geographically, from countries to states to cities - even by zipcode! This is very useful when physical products or services are involved and a local audience is being sought.

**4**

Your competitors can't see how much you are bidding for your keywords or the click-through-rate (CTR) your ads are getting. This is of course a huge tactical advantage.

**5**

Finally, Google Adwords actually **rewards** good performance! Basically, if an ad performs well, through a high Click Through Rate (CTR - which is the percentage of users who click on your ad), your ad is rewarded with a higher ad positioning as well as better pricing per click. Google wants to display the best, most relevant ads for its users, so you end up paying less per click the higher the CTR of that ad is. Can't argue with that sort of incentive.

Now, remember how we talked about people jumping in blind and just getting burnt by Google?

Well, here are some rules straight from our Magic Formula that will ensure YOU don't join the burnt and betrayed!

YOU need to know, or find out,

- 1.** Which keywords are getting the most traffic
- 2.** What the top bid prices for those keywords are
- 3.** Which keywords are being ignored, and why
- 4.** How many competitors you have

We'll discuss this 'keyword research' in a later section, but first we're going to give you the low down on the other background work you need to do first! Don't worry, it follows the Magic Formula, and it's easy as pie!

## **SECTION THREE**

### **Decoding affiliate programs: Networks and Products!**

Now, be aware that you can look for an affiliate program that ticks all the right boxes, or you can find a product first, and then check to see if they offer an affiliate program. Either way, we can always test to see which affiliate program converts better later, and then discard products as needed. So the decisions you make are not final, so DO NOT EVER stick with a sinking ship (even though Google would just love it if you did! More dollars to them, less to you)!!

Remember, there are millions and millions of products to promote, in markets you've probably never heard of yet... so stay optimistic!

#### **3.1. Finding an affiliate program - identifying *networks***

When you're looking for an affiliate program to join, there are two possible channels:



**Use an established affiliate network.** While there are thousands and thousands of different affiliate programs, take note that many of them are part of a much bigger network. So instead of having to search through all the different product websites, you can use the network to locate them all in one convenient place. The main affiliate networks we at Google Magic Formula love are:

✓ **ClickBank:** Go to [www.clickbank.com](http://www.clickbank.com) - this is by far the biggest network for digital products and e-books (like the one you are reading right now!)

The advantage of ClickBank is that the products generally pay out very large commissions, 25-75%, because the vendor has no real costs to produce or ship the product - it's digital!

Also, ClickBank does not require you to jump through any hurdles to get started promoting products. It is this lack of uptight protectionism, plus its high commissions, that has made ClickBank the clear favorite for most affiliate marketers.

Perhaps the only problem with ClickBank stems from this popularity – you are up against a whole bunch of other budding online entrepreneurs and this heightened competition of course can make it harder to reap a profit.

Despite this, it's still the CLEAR WINNER though!

✔ **PayDotCom:** Go to [www.paydotcom.com](http://www.paydotcom.com) – this affiliate network functions entirely via PayPal (PayPal plus affiliate tracking!). You'll find plenty of profitable golden nuggets on this network, even some that were on ClickBank once but left for whatever reason... So it has all the same perks, but a lot less competition. Much easier to get an edge really. Paydotcom offers both digital AND physical products, so the price points vary from \$5 a product all the way up to \$1500. This can mean commissions as high as \$750!

✔ **TradeDoubler:** Go to [www.tradedoubler.com](http://www.tradedoubler.com) – this is the largest UK affiliate network. Since the US market is definitely the most competitive, difficult market, then it's great to get involved with TradeDoubler – whether you're American, UK, Aussie, it's just a great way around the tough US market. If you are successful with Clickbank, then this one will be a breeze!

✔ **Commission Junction:** Go to [www.cj.com](http://www.cj.com) – this is a huge, well-established network with many great and well-known brands on their books (eBay and Yahoo, for example). Nearly all the products on Commission Junction are physical rather than digital, so commissions tend to be a lot lower (2% -10%). Also, you have to “apply” to people you want to promote, and they make a decision about whether they want you as an affiliate or not. Such processes of consideration of course take time, which is a bit of a negative. Personally, I'd leave this network to last, as the low commissions and geographical difficulties surrounding everyday physical products can make this marketplace a tough one to crack!

✔ **LinkShare:** go to [www.linkshare.com](http://www.linkshare.com) – this is another well-established network with lots of great programs to choose from.

2

Your other option is to **join a program that is not on any network**. Like we said, there are hundreds of thousands of programs on larger networks, yet there are also thousands that have their own affiliate program.

So what's the advantage? Well, believe us when we say that the benefits to be had are STUPENDOUS, if you're one of the lucky knowledgeable ones!

You see, there are absolute hidden treasures out there that aren't attached to wider affiliate networks, and the fact that they are 'stand-alone' actually makes them a whole heap more profitable.

You can find these programs via two avenues: either 'google it' - as in conduct a search for your desired niche (e.g., [vegetarian cooking + affiliate program]); or, you can refer to one of the affiliate directories on the web. Once more, Associate Programs has all of them in one place for you to check out:

>> <http://www.associateprograms.com/directory>

Aside from these hidden beauties, there are some other significant options for isolated affiliate networks, one of the biggest being Amazon. Amazon pulls massive respect and recognition, which is a huge plus for you. You see, when they happen to provide the best price on a product or service, their status and sense of trust they bring ensures that sales conversions go through the roof. So if you can tap into a trusted brand and identify a great product, you're going to see amazing profits!

Amazon has separate affiliate programs for each of its websites (in the UK, US). It can be an advantage to sign up to all of their affiliate networks, especially if you're in the highly competitive American market. This is because products can sometimes be too contested in one country, but be highly profitable in another.

### **3.2. Picking a Program: Profitable Products, Payouts, and Sales Pages**

Having a high quality (which is not the same as high end) product to promote and an effective sales page underpins online success. Without these two critical elements - quality and efficacy - you may as well give up now. Believe me, the powers that be at Google would love for you to sink a whole lot of money into a crappy product, and then be forced to walk away... hey, that's how they get stinkin' rich!

BUT today we're going to show you how to locate the best possible promotional avenues FOR YOU. We will demonstrate all you need in a kick ass affiliate program to make sure you get maximum dollars for you effort!

Remember, the most perfect keywords and ad groups in the world are worthless if you don't have that quality product and effective sales page to convert your efforts, so let's take a close look at the major features your need to watch out for.

### 3.3. Picking a Product for You

Having a quality product to promote is the cornerstone of your affiliate marketing efforts. The problem is, where do you start?

A huge chunk of our income, and indeed, the income for thousands of other affiliates world-wide comes from Clickbank, so we suggest you start your search by visiting their marketplace here:

<https://www.clickbank.com/marketplace.htm>

**Search the ClickBank Marketplace**

Category:  Subcat:

Keywords:  Sort by:

Product Type:  Language:

Show:  results per page

Use the ClickBank Marketplace drop-down categories and sub-categories, the keyword search engine, and the sort by function to find digital products. Click "[view pitch page](#)" under the product to view how the product will be presented to customers. Check the stats under each product to determine how much you can earn for converted customer referrals. Once you have a product you want to promote, click "[create hoplink](#)" under the product and begin referring sales today.

[Search Help](#) | [Rankings Help](#) | [Marketplace FAQ](#)

**List of Categories**

<ul style="list-style-type: none"> <li><input type="checkbox"/> Business to Business</li> <li><input type="checkbox"/> Health &amp; Fitness</li> <li><input type="checkbox"/> Home &amp; Family</li> <li><input type="checkbox"/> Computing &amp; Internet</li> <li><input type="checkbox"/> Money &amp; Employment</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Marketing &amp; Ads</li> <li><input type="checkbox"/> Fun &amp; Entertainment</li> <li><input type="checkbox"/> Sports &amp; Recreation</li> <li><input type="checkbox"/> Society &amp; Culture</li> </ul>
--	--



You will see you have several options. You can simply enter a keyword for a market that interests you (eg, music or golf) or you can browse via different categories and indeed sub categories.

Let's say you typed in "golf" and hit "Go". You'd then see results similar to:

**1) Get Paid For Shopping And Eating Out.** How You Can Get Paid \$10 To \$125 Or More Just To Go To Your Favorite Mall To Shop, Eat At Your Favorite Restaurant, Golf At Your.

**\$/sale: \$17.61 | Future \$: - | Total \$/sale: \$17.61 | %/sale: 75.0% | %refd: 68.0% | grav: 48.85**  
[view pitch page](#) | [create hoplink](#)

**2) The Simple Golf Swing.** Ebook For A Repeatable And Simple Golf Swing That Provides Power, Accuracy And Consistency. High Conversions - 2 Free Templates.

**\$/sale: \$31.78 | Future \$: - | Total \$/sale: \$31.78 | %/sale: 75.0% | %refd: 46.0% | grav: 60.22**  
[view pitch page](#) | [create hoplink](#)

**3) Golf Fitness Guide.** Easy Tips And Techniques To Quickly Transform Your Game And Add 20 Yards To Your Drives!

**\$/sale: \$25.43 | Future \$: - | Total \$/sale: \$25.43 | %/sale: 60.0% | %refd: 66.0% | grav: 17.14**  
[view pitch page](#) | [create hoplink](#)

**4) Official How To Break 80(tm) Golf Instruction Program.** Best-selling Ebook And Mp3 Files For All Golf Skill Levels. Two Products On Same Page (\$37 And \$47) Provides Great Conversions. You Get Paid \$19.93 Or \$26.59 Per Sale. Proven Golf Tips, Golf Lessons And Golf Instruction.

**\$/sale: \$22.60 | Future \$: - | Total \$/sale: \$22.60 | %/sale: 60.0% | %refd: 48.0% | grav: 13.32**  
[view pitch page](#) | [create hoplink](#)

**5) The Instant Golf Swing.** The Original Breakthrough Golf Swing Method Used By 1000s Worldwide. Instantly Slash Your Scores By Creating Perfect Impact. High Conversions - New Site. Affiliate Page With Banners, Logos, Ads, Articles. Guaranteed Golf Swing Tips And Instruction.

**\$/sale: \$23.29 | Future \$: - | Total \$/sale: \$23.29 | %/sale: 55.0% | %refd: 59.0% | grav: 10.26**  
[view pitch page](#) | [create hoplink](#)

### **Now, this is where it gets a little interesting...**

A lot of 'gurus' advocate you choose products by examining 2 Clickbank product specific statistics displayed in the above screenshot. One of these criteria is **gravity** ('grav', which is in green), and the other is **\$/sale**.

Clickbank defines "Gravity" as the number of distinct and unique affiliates that have earned a commission by referring a customer to the product over the last 8 weeks (and this is weighted from 0.1 to 1.0, with 1.0 being for a more recent affiliate sale). So, if affiliates stop sending customers to a product in Clickbank's marketplace the product's Gravity score will quickly drop, which will mean it will fall lower in the marketplace.

The \$/sale statistic is quite simple. It represents the average net amount earned per affiliate per referred sale. So, this \$ amount changes constantly as it's impacted by refunds, chargebacks and sales taxes. But basically, it represents the \$ figure you will receive by promoting this product over the long term. The \$ amount which shows in your Clickbank account after each sale will always be higher than the \$ figure displayed in this statistic. Don't worry too much about this!

Unlike these so-called gurus, we believe there is SO much more to picking a winning product than simply relying on these two easily manipulated statistics!

Product promotion research needs to be way more in depth than that, but don't worry, it doesn't mean it has to be hard... quite the opposite, in fact. With the help of our Formula, you'll be ticking off those powerful products in less than no time!

### **So let's take a look at your options.**

You can start with Clickbank and find a product that's a good match with your interests, seems to be selling (using Gravity and ranking position in marketplace to make this call), and has a sales page which appears professionally constructed.

Do not however, make the same mistake most rookie affiliates make.

Do NOT immediately think that a product high in gravity must convert well and be profitable.

This is WRONG, as it's usually NOT the case!

Make sure you check out the sales page, read through it, and then see if they offer their affiliates free training or support.

**A big hint:** The best products always offer free affiliate training, resources and support! It is these products you want to promote, as these product owners are on top of their game. They continually monitor their sites conversion, and are always striving to improve it for the benefit of their affiliates. It's these owners that know if YOU are happy, then THEY are happy!

**Another hint:** If you found yourself pulling out your credit card and purchasing the product, it always means that there are many others out there willing to do the same (hint: you just did this for Google Magic Formula!)



**An interesting fact:** My most profitable campaigns are for products that have a gravity of less than 20! I rarely bother promoting products with a gravity of over 100, as in most cases, the competition amongst affiliates destroys your Return on Investment (ROI).

Here is another word of advice...

You need to look at *other* options *apart* from those at ClickBank. This is because the best products with the best sales systems often have their own affiliate programs and choose not to get involved with third party processors like ClickBank.

### **Now, what about the actual price point of products?**

Well, since the price per click is about the same no matter what the cost of the product is, you may as well start off by promoting a \$100 product over a \$10 one. Your upfront and ongoing costs are the same, but your potential return through your commissions is obviously going to be a whole lot higher. So when choosing a product to promote, think big! (so long as the product has a decent gravity, that is - you don't want to waste your time promoting a product that no-one has ever bought before!)

So when you're selecting your product, look within your category for the highest priced items, and then start to systematically evaluate them.

Don't have a niche in mind just yet?

Well, here are some very lucrative categories to consider:

Music, video gaming, cars, love and marriage, seduction, dieting, fitness, golf, horseracing, cooking, investment, home business, real estate... the list is endless really!

There can be both physical and digital products for ALL of these niches.

So our advice is to **choose something that interests you**, as it makes it a whole lot easier to stay motivated and perform outstandingly.

Here are two great examples of very different affiliate programs that can bring you a nice wad of cash every day:

1

**“Nitty Gritty Marketing” Affiliate Program** - Private Affiliate Program  
Powered by 1ShoppingCart... Register for FREE [here!](#)

**Jermaine Griggs'**  
**Nitty Gritty**  
**Marketing.com**

*Nitty Grit\*ty: the essential or details of a matter, direct to the real thing...*

**No Hype. No Fluff. Real Internet Marketing Strategies That Make You Money!**

**NGM Private Access Club Partners Form**

**Partners Program**

- \$2.97 “Less-Than-A-Penny-A-Day” 30-day Trial
- \$97 / month thereafter
- You get paid \$50 per month as long as they are a member (\$1 on the trial).
- PAC will be pre-loaded with hours of content.
- On the sidebar will be time-released bonuses they get at 60 days, 4 months, 6 months, 1 year (etc) that are 10x worth the monthly fee (like access to my \$997 4-Week Online Training Program I sold at Ryan Deiss’s event, etc.). This will translate into record-breaking retention.
- Special *partners* surprise that I won't mention here (sign up to see it).

08:01 / 10:51

**[Sign Up For Free Here](#)**

**<http://www.GoogleMagicFormula.com/NittyGrittyAffiliateProgram>**

2

**“Fight For Love” Affiliate Program** - Affiliate Program Powered by Clickbank.com... Register for FREE [here!](#)



**Fight For Love**  
And Get Back on the Path to Happiness... Guaranteed!

Welcome to the Fight For Love Affiliate Program...

**Fight For Love's FREE Affiliate Program Will Pay You a Whopping \$24 Commission on Every Sale You Make!**

**... Get Ready To Receive Some Massive Paychecks!**

STEP 1:  
**SIGN UP AT CLICKBANK**

**[Sign Up For Free Here](#)**

**<http://www.GoogleMagicFormula.com/FightForLove>**

Now, I make at least \$1000 a week promoting these two products, so they are really worth checking out.

And as you can see, both products are in completely different markets. And there lies a secret to affiliate success... **Diversity!**

ClickBank.com is certainly a fantastic service, but it's not everything. Keep your horizons broad, and make sure you're constantly on the look-out for new and exciting product ventures in your preferred niche.

You can also 'shop around' for products, using channels like:

Yahoo Shopping: <http://shopping.yahoo.com/>

eBay product categories: <http://hub.ebay.com/buy>

[www.Amazon.com](http://www.Amazon.com) - arrange by top sellers and browse the categories

Pricerunner: <http://www.pricerunner.com>

You can also conduct research more casually, just by browsing websites and looking for something that catches your eye, or by looking at published offline affiliate magazines. Your options really are limitless.

Once you find something of interest to you, however, you need to ascertain its **DEMAND**. Sure, it's interesting to you, but are there people out there wanting to buy it (Google don't care, but YOU must!)?

Now, the likely level of profitability is NOT a function of how many times people search for a given keyword phrase. Even if there are only 1000 searches a month, we can grab 100-200 of those as clicks, and come out with about 10 purchases, which will probably make you a couple of hundred or two.

Yes, \$200 to \$300 a month might sound pathetic at first, but when it's done right, and over and over again (as that's just ONE keyword phrase), the big bucks start rolling in. There are some seriously juicy details about this side of things later in this Book.

You can test out the scalability of a niche using:

Google's Keyword Tool:

<https://adwords.google.com/select/KeywordToolExternal>

or with Digital Point's Suggestion Tool:

<http://www.digitalpoint.com/tools/suggestion/>



### 3.4. Product ‘specs’ – what’s in it for you?

There’s a number of factors you need to consider when choosing, and evaluating, a product to promote.

The first big question:

Is the merchant currently being promoted on Adwords for the product we want to target?

If the answer is ‘yes’, then go for it. If not, it’s a waste of your time to try and make it work.

Let’s say for example, we wanted to promote a “improve your golf swing” guide we found on Clickbank. I would then go to Google and type something like “improve golf swing” to see if there are ads running on this keyword and for a similar product. Here is what I found on Google:

The screenshot shows a Google search for "improve golf swing". The search bar contains the text "improve golf swing" and a "Search" button. Below the search bar, there are options for "the web" (selected) and "pages from Australia". The search results are displayed in a table-like format with a header "Web" and "Results 1 - 10 of about 272,000 for improve golf swing. (0.10 seconds)".

The results are as follows:

- Improve Your Golf Swing** (Sponsored Link) - [www.AusGolfDirect.com.au](http://www.AusGolfDirect.com.au) - Learn from a Pro - Improve Swing & Drive - Get Quick & Easy Tips Today
- Free Golf Tips to Improve your Golf Swing** - Besides these Free Golf Tips to Improve your Golf Swing we provide you with over 200 free Golf Tips, Golf Lessons & Video Golf Instructions to help you ... [www.learnaboutgolf.com/beginner/swing\\_tips.html](http://www.learnaboutgolf.com/beginner/swing_tips.html) - 24k - Cached - Similar pages
- How To Perform The Perfect Golf Swing (Sports & Fitness ...)** - Perform the Perfect Golf Swing. If you want to know how to ... 3 min 52 sec [www.videojug.com/film/how-to-perform-the-perfect-golf-swing](http://www.videojug.com/film/how-to-perform-the-perfect-golf-swing)
- GolfImproveSwing.com** - **Golf Improve Swing** | Simple Golf Swing Tips To Improve Your Golf Swing. The set up is one of the most important aspects of having a good golf swing, ... [golfimproveswing.com/](http://golfimproveswing.com/) - 29k - Cached - Similar pages
- Get Fit to Golf** - File Format: Unrecognized - [View as HTML](#) - Online golf health and fitness clinic identifies biomechanical faults and helps correct them to improve the swing. [www.getfittogolf.com/](http://www.getfittogolf.com/) - Similar pages
- Improve your golf swing, golf and tips, proper golf swing, golf ...** - Mike Austin reveals swing secrets behind his world record 515 yard drive. Improve your golf swing, golf tips, golf instruction videos, golf lesson. [peacrivergolf.com/](http://peacrivergolf.com/) - 57k - Cached - Similar pages
- 2 Basic Steps to Improving Your Golf Swing | DoItYourself.com** - If you need help improving your golf swing this article has two easy steps that is sure to improve your game. [www.doityourself.com/stry/improvinggolfswing](http://www.doityourself.com/stry/improvinggolfswing) - 35k - Cached - Similar pages
- Simple Tips For Improving Golf Swing**
- Top 10 Golf Aids Revealed** (Sponsored Link) - Out of Thousands of Golf Training Aids Which Ones Really Work? [www.GolfAidReport.com](http://www.GolfAidReport.com)
- Simple Golf Swing Tips** - Hit Longer Drives & Slash Strokes With Simple Golf Tips-Learn Today! [www.GolfScience.com.au](http://www.GolfScience.com.au)
- Fix Golf Swing Slice** - **Golf Swing** Slice Tips To Straighten Out Your Slice And Lower **Golf** Score [www.EasierBetterGolf.com](http://www.EasierBetterGolf.com)
- Improve Your Golf Swing** - Cut your Handicap by 7-12 Strokes in Just Two weeks Guaranteed. [www.golfswingguru.com](http://www.golfswingguru.com)
- Golf Analysis Software** - Software to help improve your game From \$29. Free Demo. Try it today! [www.motionprosoftware.com](http://www.motionprosoftware.com)
- Golf Swing Problem?** - Read Free **Golf Swing** Tips All **Golf** Topics. 100% Free! [www.ArticleGolf.com](http://www.ArticleGolf.com)
- Improve Your Golf Swing** - Hit Longer Drives & Total Accuracy Download Simple **Golf Swing** Tips! [www.Killer-Golf-Swing.com](http://www.Killer-Golf-Swing.com)

So you can feel confident in targeting this golfing product, as you can see its systematic promotion is viable. In fact, there were over 40 different advertisers bidding on this keyword, which tells me it's super profitable (but for what products?). After all, there couldn't be 40 advertisers silly enough to let a losing campaign keep running!

Now, do you remember what I said about the advantages of promoting outside of your own country?

Well, if you want to take this path, you need to establish a given product's viability in that country, YET Google only shows us ads for our own country.

The way to get around this is to use a FREE tool called "Adwords Anywhere (go to <http://www.adwordsanywhere.com>), which lets you check out sponsored ads in many different countries.

So having established whether other merchants are appearing on Adwords, you can pretty safely assume that they are already making something on the keyword you used, and their sales system is viable. Therefore, make sure you Google the product name to obtain all the relevant information and take note.

**THEN, you need consider one other critical factor:**

**COMMISSION, or PAY OUT!**

Yes, at the end of the day we are all concerned about the 'Return On Investment' (ROI), what we get back for all our efforts. How much are we going to get paid for each sale? You can easily see from the vendor's site what the affiliate pay-out is. Often, one vendor will pay 6% and another 4% for the SAME physical product, little differences that can make a big difference in earnings in the long run.

Then, choose the best two vendors and join their program. Once the vendors 'accept' you, you can get going with your Adwords campaign. If they happen to knock you back, then drop the product and look for a better option.

Obviously, as we have already discussed, if your product is on Clickbank or Paydotcom you can skip this whole approval process and start marketing straight away.

Once you've signed up to promote the product or service, make note of your direct affiliate link, as it will be this link that you'll start to use to send traffic to the product's sales page.

So what we've just covered is really Step 1 in your burgeoning Adwords career - you've found a product that suits you. So what comes next?

Well, next you need to consider the quality of the sales page, and the commission.

### **3.5. Effective Sales Pages**

A great sales page needs to have kickass copy, and an undeniable call to action. The page has to make visitors *crave* the product, *need* the service, *demand* that it be in their life! An effective sales page does all these things, and it ensures that YOU profit.

You need the power of a strong sales page. Without it, you're just sinking money into a useless Adwords account that is only going to make the shareholders at Google rich!

**Your challenge and YOUR call to action are to defeat Google! You MUST ensure that you only get involved with quality programs, or else everyone but you gets rich!**

As a quick point of reinforcement, you need to make sure that the product you select pays a good affiliate commission - which should be in the ball park of \$20+. Anything less is really a waste of your time.

### **3.6. Newsletter subscription boxes**

This is a great feature of any effective sales page. It ensures that visitors to the product site aren't lost forever if they don't choose to purchase at that exact time. If the visitor is enticed to enter their name and email address on the promise of free newsletters, bonus products or gifts, then they can be marketed to down the track. With good, ongoing contact and marketing follow-up, there's every chance that these visitors will become paying customers.

So why do you, the affiliate, care?

Well, it simply means the vendor or product owner is going to communicate with the people you have sent to his site, which means that if they decide to purchase the product or membership at a later date, you still get paid the commission (assuming your affiliate link is 'cookie'd')!

### **3.7. Landing pages**

These are different to sales pages - sales pages are the copy that convinces visitors to purchase the product or service.

Landing pages, however, is where your link takes the visitor to an interim page, or squeeze page, when the user clicks.

The sole purpose of a landing page is to get the visitor to subscribe or opt-in to a list by giving their name, email and any other information you desire. A properly constructed and tested landing page has the definite advantage of increasing the email subscription rate in comparison to the subscription rate a sales page usually achieves.

**This makes it HIGHLY effective in increasing sales and profitability!**

Why?

Because they provide the perfect opportunity to 'corner' the user, not even let them read the sales copy for the product they're searching for until they make it through the sales funnel (by entering their email address). In our experience, a properly split-tested landing or squeeze page should convert 30-60% of your visitors into subscribers! Don't worry, we go into split-testing in great detail in the more advanced Google Magic Formula Volume 2.

So how do you go about obtaining one of these landing pages?

Well, you set it up and create one for yourself!

If the thought of this simply freaks you out, you will find that some affiliate programs or affiliate managers will supply you with a squeeze page designed specifically for their product free of charge!

**This is a critical move that will accelerate your income and p\*#s Google off!**

Just about all niches, especially internet marketing training products (like this one!), really benefit from landing pages!



Plus, why would you just help others gain big dollars when you can gain big dollars of your own??

Think about it, if you create a landing page and capture visitors' email addresses (making them 'leads'), then you can market to them at a later date! You can build up your own business, and stop filling the coffers of others!

Hey, other top-gun marketers even pay for leads, so you could conceivably sell your list - though I think you're better off marketing to this asset directly, much more longevity and profitability!

Either way, in the long run the money's in the list!

Let me ask you a quick question...

Can you name one online marketer that doesn't have his or her own list? If you can, please send us an email, and I'll shoot you a prize ☺

**Go on, make yourself a *threat* to Google! This sort of productive thinking REALLY pay\$ off!!**

So here are a few killer ways of building your very own cash cow:



### **A PRE-SELL PAGE**

A pre-sell page is where you entice the visitor with a message or letter of your own before sending them on to the product you are promoting via your affiliate link of course. In this setting, you're not trying to sell the product itself outright, rather you are trying to make the visitor more eager to buy when they do eventually make it to the sales page.

Here's what you need to do: Create a phenomenal, eye-grabbing headline they just can't ignore! Ensure that they will stay on your page from the get-go!

Use your headline to pique their interest - you can even make them feel a bit skeptical by appearing to present some negatives of the product. Believe it or not, perversely, this makes people more inclined to go and check it out for themselves, and make their own judgment!

It's also great to tell a story, reel them in with a tale about how this product has impacted your life, or the life of people you know. Make it convincing and make it relevant - this can be something as simple as the amazing profits the product generated for you!

Make sure you really sell the features and benefits of the product - but be careful that you're not just repeating the sales page, as this will just annoy people when they read the same thing twice. So come up with something fresh or more personal!

You can also provide a bonus at this point, to really get visitors feeling happy and excited! This will make them more likely to enter their email address (in fact, many landing pages use the gift as leverage to obtain email addresses - for a great (but not perfect) example of a pre-sell page go [here](#) or <http://www.GoogleMagicFormula.com/BonusExample/>!

## 2

### **A SUBSCRIPTION PAGE**

Creating a subscription page is an easy way to capture email addresses from your visitors. In this context, their email is simply set aside for future use, and the visitor immediately progresses to the product sales page once they've subscribed. So rather than try to prep them for the imminent sale, you simply capture them as a lead and that's it.

Then, you target these leads at a later date using your auto-responder (we recommend you use [www.GoogleMagicFormula.com/Aweber](http://www.GoogleMagicFormula.com/Aweber)), and can market anything you want. To get them to subscribe initially, however, you need to provide a powerful and exciting headline on the page, so that they know great things will be heading their way down the track!

Here's the catch though - Google is flexing its mighty muscles once again, and is making it harder to use such pages if they lack content. That is, Google is choosing to take exception to pages clearly designed for the sole purpose of capturing names and emails ...

So how do we thwart Google?

Well, we simply provide some links on the page to relevant articles, general content, or sites, whatever. Linking out to original articles (which may be on your blog) is very useful in this regard!

## 3

### **COMBINE A SUBSCRIPTION PAGE WITH A PRODUCT COMPARISON PAGE**

This is a fabulous option, and gives the visitor two choices:

They can sign up for a free newsletter, or book, or course, or gift, which is relevant to their needs

OR

They can grab the chance to compare two other products on the market, giving them the information they need...

OR BOTH!!

**This is genius, and makes Google furious!!**

Why?

Because all the relevant content forces Google to give the page a 'High Quality Score', which means you get better ad placements for less money...

**So take that Google!!**

Plus, it pleases the visitor to have all that information there, making them more receptive and more likely to purchase the product.

***It's a win win... oh, except for Google - they lose!***

So having established the basics, and not-so-basics (tricks to *infuriate* Google!), of picking a product and evaluating and maximizing its potential, you are now ready to really get going with your own ADWORDS ACCOUNT, a process we are going to detail in the next section of this beginners book.

## **SECTION FOUR**

### **Setting up your Adwords account: Google subversion and domination!**

Remember how you checked out the existing merchants for your chosen product? How you identified the best two vendors and then joined their program? Well, assuming neither of them rejected your application (if so, then just move onto a new vendor!), you can head to each of the vendors' affiliate page and create a direct affiliate link for yourself, one that goes directly to the page of the product.

Once you have your product and your link, you can set up your Adwords campaign for that product. So copy the name of the product, and paste it into your new Campaign Name section in your Adwords account. Check that you have the name entered accurately and in its entirety.

#### **A POINT OF DIGRESSION:**

***IMPORTANT NOTE: IF YOU ALREADY HAVE AN ADWORDS ACCOUNT, PLEASE SKIP THE NEXT SECTION, AND PICK UP AGAIN AT SECTION 4!***

You see, we want to ensure that every aspect of Adwords is covered, so we're about to provide a comprehensive overview about setting up your first account for readers who are entirely new to this...

#### **4.1. Starting a Google Adwords Advertising Account**

Getting started with Google AdWords is easy and exciting. Google has a 'Sign-Up Wizard' that helps you create your own ad campaign in just four easy steps: You will target customers, write your ad, choose keywords, and set your spending limit. Beautifully simple, yet incredibly profitable when done correctly!

So let's walk through the exact procedure for signing up:

Go to <http://www.google.com/ads>

Once you're there, click on the link that says **"Google Adwords"**. Then you'll be taken to a page that looks something like this:

**Google AdWords**

English (US)

## Advertise on Google

You can advertise your business on Google even if you don't have a lot to spend. You'll connect with new customers exactly when they're searching for your products and services, and you only pay when a prospect clicks on your ad.

Your ads appear beside related search results... People click your ads... ...And connect to your business

**Your ad here**  
See your ad on Google and our partner sites.  
[www.your-company-site.com](http://www.your-company-site.com)

Sign in to Google AdWords with your **Google Account**

Email:   
Password:

[I cannot access my account](#)

### Learn about Google advertising

[How it works](#)

[Why it works](#)

[Costs and payment](#)

[For local businesses](#)

**You create your ads**  
You create ads and choose keywords, which are words or phrases related to your business.  
[Get keyword ideas](#)

**Your ads appear on Google**  
When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's

**Keywords are what people**

Once you click **"Start Now"**, you'll progress to a couple of pages that ask you how you want to set up your advertising group, or groups, with Google. For now, we'll just walk through a basic account, which means you would come back to it later and edit the campaign to make it more profitable. We'll keep it to the fundamentals here so we can just focus on setting up and owning an account, rather than having the best account in the world! (Don't worry - we'll get to that stage too!)

So once you've clicked on "Start Now", you'll go to a page asking what type of Adwords account you want to create. Choose the "Standard Edition" and then click on the "Continue" button.

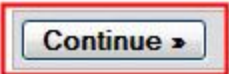
**Standard Edition**

Use our full range of AdWords features and functionality: advanced bidding options, multiple campaigns, conversion tracking, and more. Recommended for experienced Internet advertisers and medium- or large-sized businesses. \* [Sign-up demo](#)



\* A website is required to sign up. Don't have one? Choose Starter Edition.

Not sure? [Compare options in greater detail.](#)



Once you've clicked on the "Continue" button, you'll see a selection where it asks you to select the language you want to advertise in - "**Target Customers by Language**". Make your selection of the language of the country you wish to advertise in.

Then, you'll make a selection of Countries and Territories as you "**Target Customers by Location**".

Next you'll be asked to select the individual countries you want to advertise in. Typically, this will include all the countries that speak English, and then anywhere else you're interested in and capable of communicating with.

Once you hit the "**Continue**" button again, you'll be asked to make the advertisement for the website you are promoting. Here's a quick example that you might come back to later to polish up to make it more profitable:

**Headline:** "Improve Your Golf Swing?"

**Description Line 1:** "Get an Extra 50 Yards on Your Swing"

**Description Line 2:** "Golf Pro Exposes All Swing Secrets"

**Display URL:** [www.ImproveGolfSwing.com](http://www.ImproveGolfSwing.com)

**Destination URL:** You Insert Your Affiliate Link Here!

Once you've done that, you'll be asked to enter keywords, so for now enter one keyword that is related to your website (e.g., improve golf swing) and click on "**Continue**".

Then, you'll be taken to a page where you'll be asked to select which currency you want Google to use to bill you. Choose the appropriate currency, as you cannot change this later. In the next section it will ask you "**What is the most you would like to spend, on average, per day?**"

***\*\*\* This is your maximum daily budget, so consider this carefully. Do NOT overstretch yourself, else the only one laughing will be Google... all the way to their bank! \*\*\****

If you are a complete Adwords newbie, we recommend you start your daily budget at \$5 or \$10.

In the next section, it will ask you "What is the maximum you are willing to pay each time someone clicks on your ad?"

***\*\*\* This is your maximum cost per click, so keep it fairly conservative as you get started \*\*\****

You would probably enter something in the vicinity of \$0.10 - \$0.30 per click (we'll go into the "value" of certain keywords later!), and then click "**Continue**".

NOTE that just because you set your maximum daily limit at \$10, doesn't mean you'll always spend it every day! (It's just a ceiling that prevents you from overspending.)

After hitting "Continue" you will be taken to a page that shows you all of your current settings to your Advertisement Group. Read them through and then click on the "**Continue to Sign Up**" button below them.

Then, you'll be taken to a page that asks whether you already have a Google Account (i.e, a Gmail Account). If you do have one, simply enter your email address and password and hit the button labeled "**Create Adwords Account**". If you don't, then look for a link on the page that says "Create a new Google

Account to be your login to Adwords”. This will create a new Google Account for you.

If you’re setting up a Google Account for the first time, you’ll be asked to provide a current email address – make sure this is entered correctly as Google will send you an email immediately for you to confirm your new account. So after you’ve provided your email address, click on the “Create Adwords Account” button.

Google then sends you the confirmatory email we mentioned above to the email address you provided – this will contain a link that you will need to go to in order to activate your account. So simply click on the link within your email from Google.

Once you’ve gone to that URL, you can log into Google Adwords using your email address as your User Name.

## 4.2. Billing information

Once you’ve activated your account and you’re in your account profile, you’ll need to give Google details of a credit card to use when billing you. Here’s how:

1. Click on the “My Account” tab located near the top of the Google Account webpage
2. Within that tabbed section, you’ll see the following near the top of the page in your Google Account:



### Billing Summary

Click on the “Billing Preferences” link near the top of the page. This will take you to the section where you will securely enter your credit card details.



You'll be charged a \$5 activation fee, which is pretty small change (and other search engines tend to charge you more!). Once all your personal and credit card information is entered, your account is fully activated.

### 4.3. Creating a New Adword Campaign and AdGroup

Setting up a new campaign is pretty easy, and the advertisement you set up will be live within 5-10 minutes of completion (told you the turnaround was fast - a decided Google advantage!).

The first thing to do is click on the link "Keyword-Targeted" on your main Adwords campaign management page:

**All Campaigns**

+ Create a new campaign [keyword-targeted](#) | [site-targeted](#) ?

Pause Resume Delete Edit Settings Show all campaigns

<input type="checkbox"/>	Campaign Name	Current Status
<input type="checkbox"/>	<a href="#">Campaign #1</a>	Active

### 4.4. Setting up Basic Information for your Campaign and Ad Group

You'll now progress to a new page asking you to name your campaign and Ad Group.

Even though your campaign and adgroup name doesn't affect your account performance in any way, you still want them to have relevant and appropriate names to help you navigate your own account.

For example, if you're advertising a product to improve your golf swing, you would name your campaign "Golf Swing Affiliate Program" (or simply enter the

domain) and the Ad Group “Improve Golf Swing”. Normally, you create one campaign for each different website you promote or advertise.

So you’ve officially created your very first AdWord campaign! **Google, take heed – the code is being systematically unscrambled, and you are one step closer to having the entire ‘Magic Formula’ working for you!**

Read on, there are more ‘gold nuggets’ to help you cash in on Google, instead of the other way around!!

We are just at the beginning...

## SECTION FIVE

### **Tips and Tricks when Writing your Ads and Selecting Keywords!**

Here's where things start to get seriously interesting. The quality and thrust of your ad copy is critical, and the relevance of your chosen keywords is integral to the overall success of your advertising campaign.

So let's begin with your kickass sales copy, as this is done first in the AdWord set-up procedure.

#### **1.1. Writing your text advertisement**

Your text advertisements must be catchy, attention-grabbing and relevant. They need to be appropriate to the product and memorable.

And achieving all these things is child's play when you know the 'Magic Formula'!

Here are some great tips for constructing your ad text:



**Use tightly themed ad groups:** it's best to create Ad Groups that focus on a set of related keywords! By doing this correctly, it significantly increases the likelihood that your ad will get clicked on! We will delve into this in much greater detail in the next volume, so don't worry about it now!



**Don't use superlatives in your text:** This part has 2 points: firstly, Google doesn't like it when you use words like "best" or "cheapest". Really, who are you to make that claim?? Also, it's best to keep it simple, as it makes it easier to understand and take it in at a glance. If you make it too flowery, people will just be turned off.



**Use model numbers:** when people are looking for a particular product and are ready to buy that product, they usually have a specific model in mind. So ensure that you include your product's model number in your text! For example, it's better to have "Nokia N90" in your ad (and as a keyword) than simple "Nokia" if the N90 is the model you're specifically trying to sell.

- ✓ **Use “buying” phrases:** Prep people for buying with phrases like “while stocks last”, “limited supplies, and “in stock now”.
- ✓ **Use qualifiers:** This helps target the best prospects - for example, “for women only”, “for dogs only”, “Over 18”.
- ✓ **Use “social proofs”** - convince the user that the product is popular and genuine - e.g., “millions downloaded worldwide”, “5 star rating”.
- ✓ **Be different and original:** scan the ads of your competitors, and see if you can get an edge by a fresh new approach. If they are all using similar titles, use one that’s really different and will stand out. Different approaches pay big dividends, and you will see this in the next volume!
- ✓ **Put the best keywords *within* your ad text:** these will stand out in bold in the search results, so they’ll really pop! For example, put the model number of the product in the ad text, it will be impossible to ignore on the webpage when it’s highlighted in bold to prospects!
- ✓ **Think like a potential customer:** Put yourself in their shoes and imagine what they would search for and respond to - this applies to both writing your ad text and choosing keywords.

## 1.2. Keyword Parameters: The Good, the Bad, and the Ugly

Just in case you’re not sure what a keyword actually is, it is basically a search term that someone enters into a search engine to find related webpages. So if you want to target people who type in “cooking lessons” on Google.com, the term “cooking lessons” would be in your list of keywords.

**So it’s a search term, and it’s also the *lifeline to your ad!***

If your keywords are irrelevant or obscure, your ad is essentially worthless and the only people likely to make any money are Google shareholders! Your call to action is to DEFEAT Google, and powering yourself to the fore of PPC Advertising is one of the fastest ways to do this!

### 1.3. Top Tips and super Strategies from the experts of PPC Advertising: Maximizing your AdWords Power



**Use negative Keywords:** Negative keywords are central to a successful keyword list. Adding a negative keyword to your ad group or campaign means that your ads won't show for search queries that contain that term. By filtering out unwanted impressions, negative keywords help you target the most interested and appropriate prospects (online users), reduce your costs per click (CPC), and increase conversions (thereby increasing your return on investment, ROI).

For example, the negative keyword “-free membership” would prevent your ads from showing up in any search queries containing the terms “free” and “membership”. It wouldn't, however, prevent your ads from appearing in response to variations on these terms, and also won't prevent your ads from showing on search queries that only contain one of the terms.

To illustrate, the search queries “yearly membership” and “free access” could trigger your ads, while “free yearly access membership” would not.

You add negative keywords to your ad group just like any other keyword, but simply adding a negative sign (-) before the term in your keyword list.



**Add negative keywords over time as you identify them:** As you progress with your keyword research, you will continue to discover new angles. You may discover that people are searching for certain combinations of keywords that include your target keyword but are completely unrelated to your product. Add these negative keywords to your campaigns.



**Make full use of the display URL:** you can attach keywords to the end of your display URL: e.g., [www.guitarlessons.com/FreeOffer](http://www.guitarlessons.com/FreeOffer)



**Use Misspellings:** especially for words that are often misspelled. This includes spellings that vary between countries - e.g., “Favourite” (UK/Aust) vs “Favorite” (US)



**Use ‘enticement’ keywords:** make the offer irresistible to the prospect and the decision to purchase easy, with words like “free”, “special offer”, “free trial”, “promotional offer”, and “no obligations”.

- ✓ Again, **make great use of keywords in the ad text**, as they will come out in bold in search query results
- ✓ Again, **try to get into the head of your prospects** - what will it take to turn these visitors into paying customers? Make your choice of keywords insightful, deliberate, and killer!

## **SECTION 6**

### **CONCLUDING COMMENTS & YOUR CALL TO ACTION!**

Well friend, that concludes Book One of Google Magic Formula! We hope you've enjoyed every second of this journey so far, but don't go just yet, the code is only half unscrambled so far!

You see, what we've covered so far only relates to the 'S' and the 'T' in our magic code:

**S = get STARTED!**

**Sign up for your Adwords account**

**if you haven't already!**

You now know every nuance of what it means to be an affiliate marketer... and not just any affiliate, but one who is armed with a magic formula!

You now know the hallmarks of a fantastic affiliate program, and how to select the best possible product to promote...

**You now know exactly how to take those critical first few steps on the road to success...**

You discovered how to construct awesome ads and select the most powerful keywords! Now you are *out there*, inspired and dedicated to ***defeating Google!***

Yes, you've started, and you're hungry for profits, but what comes next?

Well, like we said, you've also had your eyes opened about:

**T = TRAFFIC!**

**Getting people to see your ads  
and take Serious action!**

You now know how to identify and utilize the best keywords out there for your product...

You now know what a great landing page, subscription page, and product comparison page looks like...

You now know how to construct awesome ads that Googlers just won't be able to resist...

***So much POWER is now yours!***

And this is a power that you must seize with both hands.

**This is a Magic Formula that you must weave into your life, to ensure that you win the financial freedom that YOU DESERVE.**

BUT

The story is only half-told so far...

Do you want to be the loser who only started their online bid for wealth, who only ever got half the picture?

OR

Do you want to **BE THE S.T.A.R.** - who knows what the power attached to those 2 final letters: **A & R**...?



***To crack the code for yourself, and learn what the 'A' and 'R' in STAR represents, you must get into the next volume of Google Magic Formula.***

In this second volume, things get scarily sophisticated - the shareholders at Google should be shaking in their boots!

And you'll be amazed at the breathtaking simplicity and ease of implementation associated with the tips and strategies contained in Volume 2!

Yes, these techniques are sophisticated - no newbie would ever crack them, and they took YEARS of trial and error on our part - BUT they are all contained within the CODE.

**The CODE may be CRACKED by our MAGIC FORMULA!**

We hope you're ready for this - it's going to BLOW YOU AWAY!!

So make sure you've implemented everything we've outlined in this first Volume, and we'll see you in the second volume!

Together, we can conquer Google. A shared Magic Formula makes for a magical amount of wealth. Make it yours today.

Enjoy your new found wealth and success,

*Andrew X*

and

*Steven Lee Jones*

[www.GoogleMagicFormula.com](http://www.GoogleMagicFormula.com)